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Spotlight

ON FOREIGN MARKETING

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HIGHLIGHTS OF SEMINAR AND FAS-COOPERATOR MEETING

The elements of sound marketing plans were discussed in a seminar, September 24, at the Presidential Arms in Washington. The seminar was followed by a FAS-Cooperator meeting at the USDA Jefferson Auditorium, September 25. Thirty-two cooperator representatives from 13 cooperator organizations attended the two-day session.

Marketing Plans Seminar

The subjects, main speakers, and summaries of the talks follow:

Analysis of the Marketing Situation

- W. Glenn Tussey, Cotton Division, spoke on the importance of analysis as the keystone of a successful market development plan. He outlined some of the points to be studied, such as the U. S. share of the market, interest of the U. S. trade, price, quality and quantity available for export, the competitive situation, overseas governmental restrictions, the structure and characteristics of the market, and the target groups to be influenced. The discussion brought out that analyzing is a continuous job, and that markets are constantly changing, a moving parade.



Kenneth W. Hinks, formerly Senior Vice President, J. Walter Thompson Company, one of the prominent speakers at the September 24 Marketing Plans Seminar.

Developing Strategy and Setting Goals - H. Reiter Webb, Trade Projects Division, emphasized the hard job of thinking that must be done in developing strategy and setting goals for market development. First, develop a marketing strategy which is based on and appropriate to the situation you face. Then, set reasonable, meaningful, achievable goals. Measure the performance by the attainment of those goals. Evaluate the results and use the experience you have gained in future planning.

Selecting Appropriate Activities -

Kennett W. Hinks, formerly Senior Vice President, J. Walter Thompson Company, stated that the goal governs the activity. It is not justified unless it contributes to the accomplishment of a defined and agreed purpose. There is never enough money to do all the things we might like to do. Priorities must be established. Concentrate - "never chase two rabbits." Don't try to do too much, don't try to do too many things, don't try to cover too many places and too much territory - concentrate on the few jobs that are really important. Make sure your resources are adequate for the job that is to be done. Don't get bogged down with little activities, which even if successful, would have little effect on exports. Use as much as possible of your funds as "seed money" to start activities which if successful will be taken over and continued by others without further commitment to FAS or the cooperators. Whenever possible, test the activities in advance. Measure progress against the goal. Use market and consumer research to take much of the guess work out of promotion.

Developing Cost Estimates and Budget -

George M. Strayer, American Soybean Association, stressed that only after the job to be done has been analyzed, the plan of work developed, and the availability of manpower qualified to supervise and carry out the work has been established, can one begin to establish costs. Once costs are established, the division of expenditures between FAS, cooperator, and third party funds must be considered. He warned against starting with an assumed

amount of money and building backwards to plan activities. He cited the practical considerations in making up a budget and acknowledged the need for systematic program cutting when funds are not sufficient to finance the desired activities.

Getting the Job Done Through People - Clancy Jean, Grain and Feed Division, spoke of the needs of getting the right people, knowing their strength and weaknesses, and working with them to get the job done. A successful program requires guidance and close supervision of its employees. The market development resources are limited - including human resources - the number of people. Market development is more a task of lighting lamps than it is of filling lanterns. Be sure you know which of these tasks your staff is engaged in.

Donald M. Hobart, formerly Senior Vice President and Director of Research, Curtis Publishing Company, was the Moderator of the Seminar.

In closing the session, David L. Hume, Assistant Administrator for Export Programs, commented on the varying needs for each cooperator and the common problems among them, and suggested that those present read the talks, think about them, and try to interpret the suggestions in terms of their individual problems.

(A summary of the conference and the complete text of the talks can be had by writing SPOTLIGHT, Trade Projects Division, FAS, Department of Agriculture, Washington, D. C. 20250.)



HAMBURGERS IN HAMBURG - Oscar Mayer (Left) Chairman of the Board of the American Meat Institute, and Jay Taylor (Right) Chairman of the President's special Beef Export Committee, sampling some American hamburgers at the U. S. Food Exhibit at the LEFA International Fair in Hamburg, Germany, August 14-23. Behind the counter is John Ginn, Livestock and Meat Products Division. Roastbeef and hamburger sales averaged over 1,500 daily for the ten-day show.

FAS -Cooperator Meeting

William G. Lodwick, Millers' National Federation, reported on the new FAS-Cooperator committee consisting of Winn Tuttle, Joseph O. Parker, Hubert E. Dyke, Carl Campbell, and Lodwick for the cooperators; and Raymond A. Ioanes, David L. Hume, Donald M. Rubel, Kenneth K. Krogh, and James O. Howard for FAS. He said the cooperator members are affected by changes in the regulations and therefore believe they should be consulted in their promulgation. He urged the program participants to cooperate with the committee and to take a positive approach in recognizing the accomplishments of this gigantic trade effort.

The revised Title 11 Regulations for travel and sales and trade relations expenses were explained and the Trade Projects Division conducted a quiz contest on these points which provoked considerable discussion from the group.

Mr. Hume discussed the plans of FAS for meetings with the managing heads and members of the Boards of Directors of some of the major cooperators to discuss present programs and future plans. Several of the cooperators responded, mentioning the travel costs for their directors in coming to Washington and the hope that FAS could hold such meetings at more convenient locations.

Reiter Webb announced plans for a Reports Seminar and FAS-Cooperator meeting, probably to be held November 19 in Washington.

Mr. Hume told of tentative plans for a series of meetings in Europe, and possibly the Far East, with cooperator staff workers, administrative and market development personnel from agricultural attache offices, embassy budget and fiscal personnel, and others, to elevate the level of understanding of the administration of the program, and to help unify interpretation of FASR-11 among all concerned.

EUROPEAN DISTRIBUTION PLANS FOR MARKET DEVELOPMENT FILMS

S e v e n existing FAS-Cooperator market development film subjects are now being prepared for distribution with 245 prints in four major languages for five West European countries. The target: an estimated audience of over 400,000 people per year.

The films include two subjects, one acquired and one produced, by Great Plains Wheat; four subjects produced by Millers' National Federation; and one subject acquired by U. S. Rice Export Development Association.

The circulation scheme, as recommended and adopted from the Sid Schwartz survey reports of 1962 and 1963, have resulted in commercial agreements between the three cooperators and the following educational film libraries: Rank Film Library, United Kingdom; SOFEDI, Belgium, American Film Library, Netherlands, LFD, West Germany; and Service Cinematographique, France. The estimated distribution costs for the 245 prints is \$9,620 per year.

A written report of Schwartz's survey of film possibilities in the Far East will be available shortly.



Glenn H. Pogeler, the new President of the Soybean Council of America.

POGELER NAMED PRESIDENT OF SOYBEAN COUNCIL OF AMERICA

Glenn H. Pogeler, Manager of the North Iowa Soybean Cooperative, Mason City, Iowa, has been named President of the Soybean Council of America. He succeeds Howard L. Roach, who has become Chairman of the Board of Directors of the Council.

Under the leadership of Howard Roach the Soybean Council has become an active promoter of agricultural trade and one of the leading cooperators in the market development program.

Since 1956, when Council activities first got underway, commercial exports of soybean and soybean products have increased from \$218 million to more than \$700 million.

Mr. Pogeler is 49 years of age and comes to the Council with considerable industry experience, including soybean processing and the overseas marketing of soybeans and soybean products. He has been a member of the Board of Directors of the Soybean Council, and is a past chairman and member of the Board of Directors of the National Soybean Processors Association.

RECENT ATTACHE ASSIGNMENTS

Doug Crawford, Assistant Administrator for Agricultural Attaches, is to be the Attache for Spain, effective October 15. He succeeds Ivy Duggan, who is returning to Washington for consultation and retirement.

Jim Boulware, Far East Area Officer, Office of Agricultural Attaches, is being assigned to New Delhi as the Attache to India.

Brice Meeker, is the new Attache to the USSR. He succeeds William Horbaly, who has been assigned to FAS/Washington.

Val Hougen, Fats and Oils Division, is the Attache to Israel.

Dudley Williams, Assistant Attache in Paris, is to be the Attache to Liberia, replacing Neil Witting, who has been assigned to FAS/Washington.

1964 AGRICULTURAL YEARBOOK SURVEYS WORLD TRADE AND AID

The 1964 Yearbook of Agriculture, FARMER'S WORLD, just published by the Department of Agriculture, is devoted exclusively to world agriculture, trade and aid.

The 608-page volume covers a broad spectrum of subjects, including the U. S. market development program, world sources of food and their potentialities, types of trading here and overseas, international organizations and trade agreements, assistance programs, and outlook for future needs.

Those wishing to get this reference book should write to the Superintendent of Documents, Washington, D.C. 20402. Copies are on sale at \$3 each.

ARTICLES OF INTEREST

"International Yellow Pages Directory", 757 Third Avenue, New York, N. Y. 10017 (\$20). This 1964-65 edition covers 140 countries and has the phone numbers and addresses for importers-exporters, commission merchants, commodity brokers, food wholesalers, advertising agencies, trade consultants, and other categories of possible interest to those in market development

"Scouting the Trail for Marketers", Business Week, April 18, 1964, 330 W. 42nd St., New York, N. Y. The article tells how market research - the facts of What, When, Where, and Why people buy - is expanding and why it has become a \$200 million a year industry in the U. S. Its 300 companies run the gamut from fact-finding market audits to sociology and buying psychology.

"Advertising Progress in Japan" and "Advertising in Asia", International Advertiser, January 1964, International Advertising Association, Madison Ave. and 45th St., New York, N. Y. These two articles give background information on media and advertising practices in Japan and the Far East, and reviews the role of advertising in that part of the world.

"Wholesaling in an Economy of Scarcity: Turkey", Journal of Marketing, July 1964, American Marketing Association, Chicago 1, Illinois. This article analyzes the functions of wholesaling in an economy of scarcity in contrast to the functions of wholesaling in the U. S.

GLOBAL FLYING EXHIBITS

Global Presentations, Inc., Kennedy International Airport, Jamaica, New York, has launched a DC-7B, equipped with exhibit space and a visitors lounge area, to promote U. S. products overseas.

Global is offering a variety of floor plan arrangements, services, and itin-

eraries, ranging from \$50,000 for a one-month lease with stops at eight key European cities to \$400,000 plus for one year around the world.

Pan-American Airlines will be handling all the Global Presentation's flights.

One of the Global exhibit planes visited Washington last month, preparatory to taking off for Europe with exhibits and sales representatives of 16 Hartford, Connecticut firms.



HERE and THERE

Assistant Secretary Dorothy Jacobson is opening the U.S. processed food exhibit at the London Trade Center, October 5-16. There will be 107 exhibitors, the highest commercial participation ever in an overseas U.S. agriculture and food exhibit. The show is under the sponsorship of the Grocery Manufacturers of America, Inc. and FAS.

Many third party cooperators are conducting promotions with their own funds in addition to that provided by the U. S. Government and industry program. An example is PMK, the Cotton Council International cooperator in Finland. This year, PMK financed 80 TV spots as well as color advertising in women's magazines, calling attention to the qualities of cotton. Retailers were informed of the advertising in advance by circulars and trade advertisements, and several of the largest chains and cooperatives ran promotions using the TV themes for point of sale and local newspaper advertising.

A Soybean Show and Seminar was sponsored by the American Soybean Association and FAS, August 24 - September 11, U.S. Trade Center, Tokyo. There were nine commercial and two association exhibits, a seminar with lectures by five U.S. specialists on use of soybean and soybean products, and a consumer nutrition program with demonstrations of recipes utilizing soybeans. A good trade response is reported, covering all segments of the Japanese industry.

Time Magazine, September 18, had a two column story on the market development program. Entitled "Supermarket to the World", it tells of the record rate of U. S. farm exports, and the part played by the Government and industry trade associations in bringing this about.

Dairy Society International is holding its 18th annual meeting at Chicago's LaSalle Hotel, October 4. The emphasis will be on developing new overseas markets for U. S. dairy products. Richard W. Reuter, Special Assistant to the President on the Food for Peace program, and Gordon R. Schlubatis, who has just retired as U. S. Agricultural Attache in Turkey, will be among the speakers. The new DSI film, "Small World" (See story in September SPOTLIGHT), will be premiered at the meeting.

Interest of German tradesmen in American processed foods exhibited at the U. S. Trade Center in Frankfurt, September 16-23, indicates a high potential for exports of these products to Germany. German per capita consumption of processed foods is increasing rapidly. Frozen food sales more than tripled during the past three years. The number of self-service food stores in Germany has increased from 3,000 in 1957 to nearly 47,000 today.

Cooperators exhibiting at the International Levant Fair, Bari, Italy, September 13-20, report good crowds of up to 4,000 per hour and a large number of trade inquiries. Fifty Hereford and Angus calves were airfreighted from the U. S. and sold by an Italian importer at the Fair.

Herman Leis, Institute of American Poultry Industries, has been named to the "Hall of Fame" of American Restaurant Hospitality Magazine. The citation, appearing in the August 1964 issue of this magazine, tells how Mr. Leis has helped increase U. S. poultry exports through demonstrations in the preparation and serving of American turkey.

Blue Goose Growers, Inc., a fruit production and marketing corporation of Fullerton, California, received the Presidential "E" Award for significant contributions to the U. S. export expansion program in ceremonies at the Department of Agriculture, September 23.

The Soybean Council of America has prepared a handy chart for the U. S. trade listing the major duties and restrictions affecting U. S. exports of 24 types of soybeans and soybean products to 10 European countries. It covers the quotas, percent of duty and taxes, as well as the external tariffs scheduled to go into effect by 1970.

Western Wheat Associates Tokyo office has prepared a tabulation of Japanese newspaper coverage of its activities from March through June 1964. It adds up to 1,220 column inches, the equivalent of seven full 8-column pages of newspaper copy.

France (See FOREIGN AGRICULTURE, September 21) is stepping up its promotion of farm products through SOPEXA, a joint-stock corporation controlled by the French Ministers of Agriculture and Finance. This year the government contributed about \$7.3 million, up more than 40 percent from 1963 and more than four times the total in 1962. Additional financial support is coming from the participating commodity groups. The activities include participation in international food fairs, "French Fortnights", demonstrations, operation of French restaurants in foreign cities, publicity campaigns, and establishment of permanent SOPEXA offices abroad.

W. C. Lewellen, Overseas Marketing Representative, California Raisin Advisory Board, has this message outside his office in California - YOU ARE NOW LEAVING THE USA. The sign brings a chuckle to visitors and is a reminder to all who enter the door that from that point on, thinking must change.

